ARCHIE SERIES

Archie's Pal Jughead

APPROVED BY THE COMICS CODE AUTHORITY

12¢

PDC

JULY

NO. 98

HATCH YOUR OWN LIVE SEA CIRCUS

Just add water and you've got "INSTANT LIFE."

ONLY $1.00

Yes, it's the living truth. In just 24-72 hours you can actually hatch a whole tumbling, playful, happy troupe of Sea-Monkeys (Exotic Saskatchawan Brine Shrimp) that are more fun than a barrel full of monkeys. Both children and adults will laugh and thrill with wonderful excitement as you watch the comic antics of these fantastic underwater buffoons. Any minute of the day or night, you'll see them chase one another in a playful game of tag. The loser gets caught by the tail and is spun in a dizzy circle. See the "showoffs" turn cartwheels in the water... see the ticklish ones "scratch" each others backs. Watch them swim singly or in graceful formation creating an underwater circus.

Watch the Miracle of Life

These genuine living sea animals commence life from seemingly inanimate powdereggs which actually remain alive for as long as EIGHT YEARS. And, these delightful pets are so tiny... only ONE HALF INCH LONG when full grown. You can raise an entire troupe in an ordinary glass jar using just tap water. It's so safe, just empty the package into a jar or fish bowl, add water and you have created "instant life." And, best of all, you'll have a whole new brood to give as gifts or sell if you wish.

Make Them Change to Any Color You Wish

We send you three colors of sea-monkeys! White, Pink and Red. With a tiny drop of vegetable food dye in their water, you can change the color of these little SEA MONKEY'S. And this dye will make their internal organs visible.

Watch Them Obey Your Silent Commands

These marvelous sea creatures behave like a bunch of trained seals. Just darken the room and watch them follow a flashlight or candle beam forward, backward, sideways or around. Only $1.00 plus 25c shipping charges complete

MONEY BACK GUARANTEE

Honor House Prod. Corp., Dept. BM-1
Lynbrook, N.Y.

Rush me my eggs for hatching my live sea circus at once. I understand if I am not 100% delighted, I may return it for prompt refund of my purchase price!

☐ I enclose $1 plus 25¢ shipping charges. Same Guarantee.

☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping charges.

Name _____

Address _____

NEW BIKE MUFFLER

Looks and Sounds Like a Real Muffler

Only $1.98

An Exciting New Adventure in Bicycling

Gangway! Here I come! And, everybody will hear you coming as your bicycle seems to roar into life. Yes, for an exciting new adventure in bicycling you must try Mufflo! This sleek, streamlined beauty instantly converts your bike into a throbbing, powerful sounding vehicle that will bring oohs! and aahs! from all the gang, because it really looks sharp on your bike.

Will Last Forever... Nothing to Wear Out

Mufflo fits all Bicycles, takes only moments to connect. There's nothing to rust... nothing to wear out... Mufflo lasts forever! Naturally, Mufflo does not interfere with Pedalling of your bike. It really makes a swell addition and you'll love the feeling and sound of power that it gives. Only $1.98 plus 36¢ shipping charges.

10 Day FREE Trial

Order now! If you are not 100% delighted, then simply return Mufflo! After 10 Day Free Trial for a prompt refund of your purchase price.

MONEY BACK GUARANTEE

Honor House Prod. Lynbrook, N.Y. - Dept. CD 30

Rush me Mufflo! At once. I understand if I am not 100% delighted, I may return it after 10 Day Free Trial for prompt refund of my purchase price.

☐ I enclose $1.98 plus 36¢ shipping charge. Same Guarantee.

☐ Send C.O.D. I will pay postman on delivery plus C.O.D. and shipping.

Name _____

Address _____

Jughead

Take Me OUT Of The Ballgame

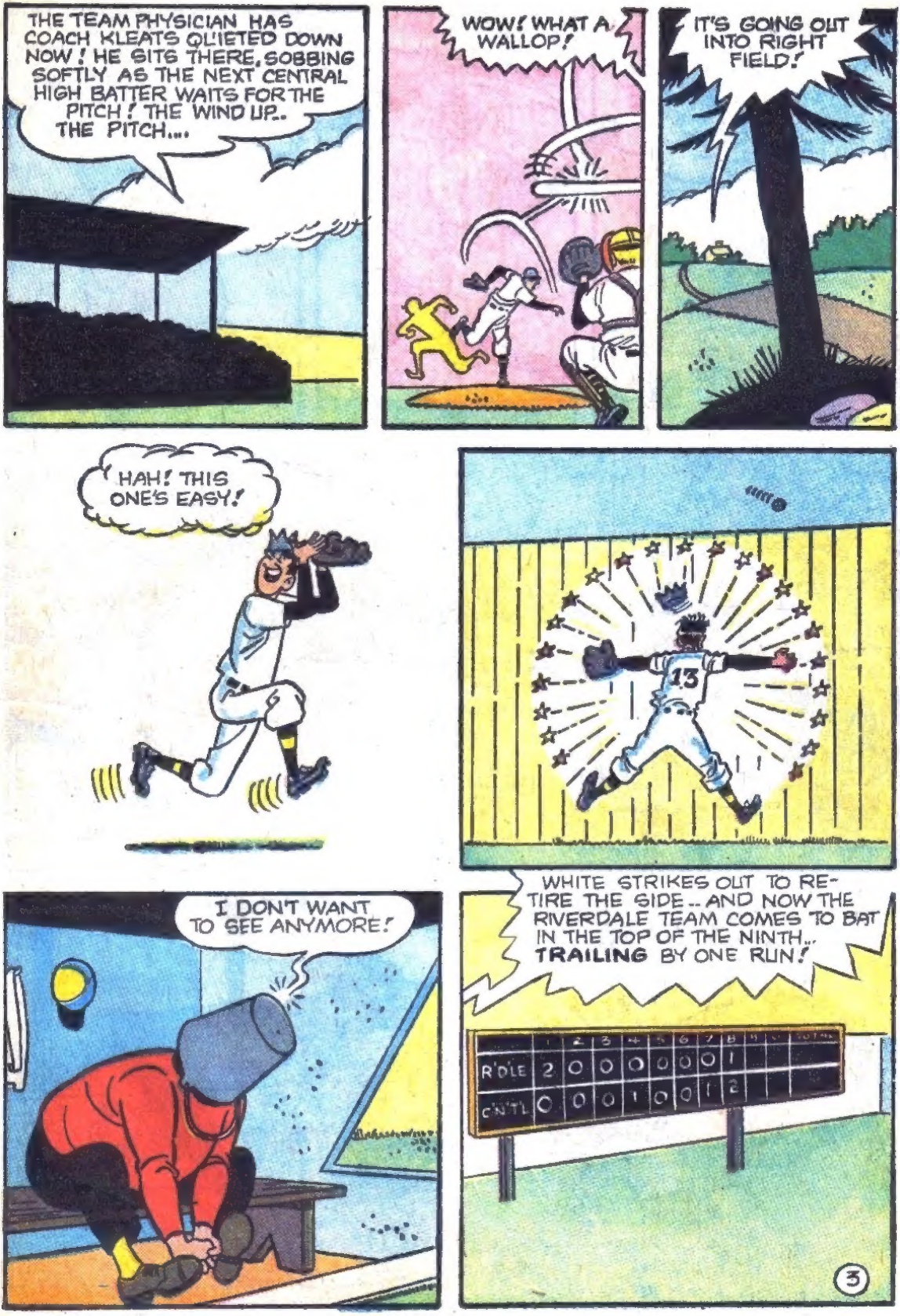
COACH, I TWISTED MY ANKLE THAT TIME! I DON'T THINK I'LL BE ABLE TO PLAY ANY MORE!

OH, NO!

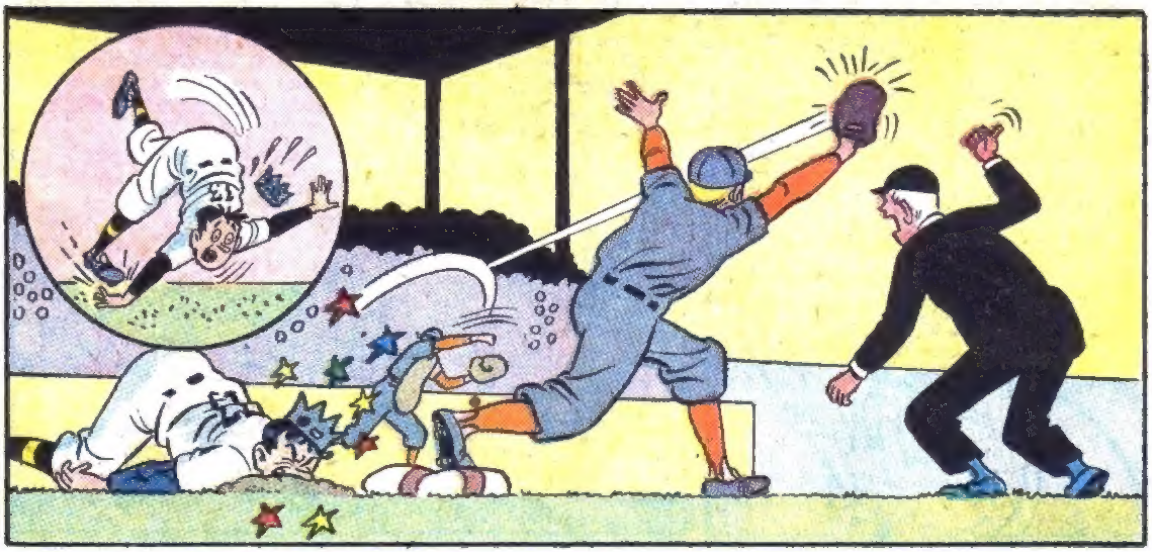
...AND SO FOLKS ...WITH THE RIVERDALE TEAM LEADING BY ONE RUN, COACH KLEATS IS FACED WITH THE PROBLEM OF FINDING SOMEONE TO REPLACE HIS STAR FIELDER! SOMEONE WHO CAN HIT LIKE MICKEY MANTLE ...FIELD LIKE WILLIE MAYS AND RUN BASES LIKE MAURY WILLS! WHO WILL IT BE?

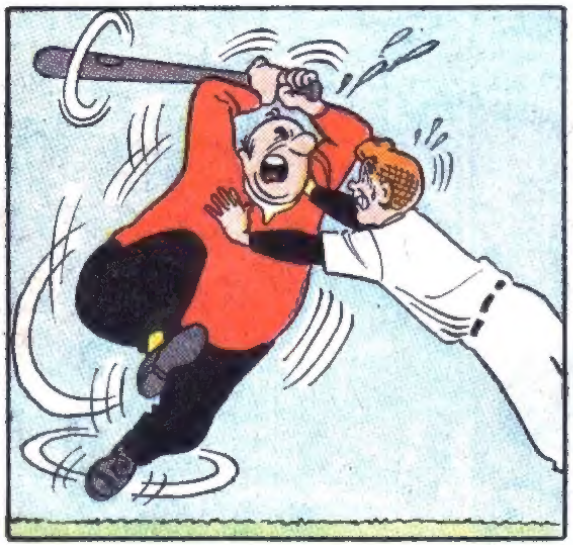
ARCHIE'S PAL JUGHEAD, No. 98, July, 1963. Published monthly by ARCHIE COMIC PUBLICATIONS, INC., 420 DeSoto Ave., St. Louis 7, Mo. Executive and Editorial offices: 241 Church St., New York 13, N.Y. Chicago office: 35 East Wacker Dr., Chicago 1, Ill. Hollywood office: 439 So. Western Ave., Los Angeles 5, Calif. Second-Class Postage Paid at St. Louis, Missouri and at additional mailing offices, under the Act of March 3, 1879. Copyright 1963, by ARCHIE COMIC PUBLICATIONS, INC. All rights reserved. Cover and entire content protected by copyright throughout the world. Title registered U. S. Patent Office. Yearly subscription, $1.50 in U.S.A.; single copies, 12c. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A.

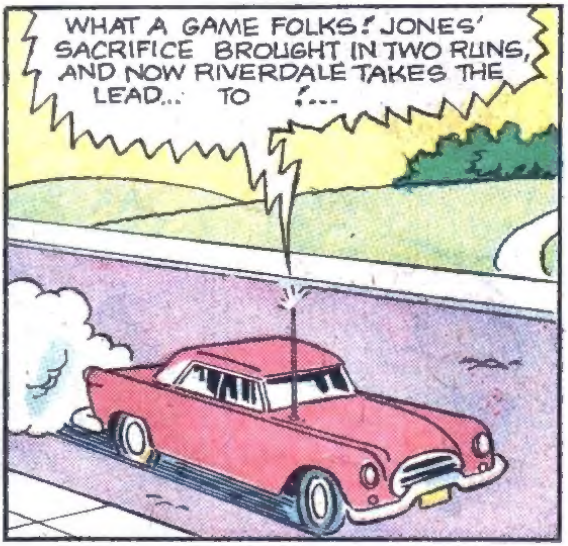
I'M READY, COACH!
JUGHEAD, PLEASE! YOU MUST BE KIDDING!
YOU CAN'T HIT, YOU CAN'T RUN AND YOU COULDN'T CATCH FLIES IF YOU WERE COVERED WITH HONEY!
COME ON, COACH! YOU'VE GOT TO PUT ME IN!
YOU'VE USED UP ALL YOUR PINCH-HITTERS AND RELIEF PITCHERS! THERE'S NO ONE LEFT!
GO AHEAD! (SOB)
13
WITH JUGHEAD JONES PLAYING RIGHT FIELD IN PLACE OF BIG MOOSE, THE RIVERDALE NINE TAKES THE FIELD AND GETS SET TO DEFEND ITS ONE RUN LEAD! THE FIRST CENTRAL HIGH BATTER STEPS TO THE PLATE.. HERE'S THE PITCH... HE SWINGS...
..AND SENDS A TOWERING FLY BALL TO DEEP CENTER! ANDREWS IS RACING AFTER IT.. HE'S UNDER IT.. HE...
SO WITH A CENTRAL HIGH RUNNER IN SCORING POSITION, THE RIVERDALE INFIELD MOVES IN TO TRY AND CUT OFF THE TYING RUN! JUST A SECOND, FOLKS! THERE'S ACTION IN THE RIVERDALE DUGOUT.. ONE OF THE PLAYERS.. NO! IT'S COACH KLEATS HAVING HYSTERICS!
2


THE TEAM PHYSICIAN HAS COACH KLEATS QUIETED DOWN NOW! HE SITS THERE, SOBBING SOFTLY AS THE NEXT CENTRAL HIGH BATTER WAITS FOR THE PITCH! THE WIND UP.. THE PITCH....
WOW! WHAT A WALLOP!
IT'S GOING OUT INTO RIGHT FIELD!
HAH! THIS ONE'S EASY!
13
I DON'T WANT TO SEE ANYMORE!
WHITE STRIKES OUT TO RETIRE THE SIDE.. AND NOW THE RIVERDALE TEAM COMES TO BAT IN THE TOP OF THE NINTH.. TRAILING BY ONE RUN!
R'DLE 2 0 0 0 0 0 0 1
C'N'TL 0 0 0 1 0 0 1 2
3

THE TENSION MOUNTS AS THE NEXT BATTER STEPS TO THE PLATE ... BASES ARE LOADED... ONE OUT... A HIT COULD CHANGE THE WHOLE GAME! THE PITCH...THE SWING... HE MISSES...
STEEE...RIKE TWO!
I'LL BE GOOD! HONEST I WILL... I'LL NEVER, NEVER JAYWALK OR THROW GUM WRAPPERS ON THE SIDEWALK AGAIN! JUST LET HIM GET A HIT!
UGH!
IT'S A MIRACLE! RUN, RUN!
RUN! RUN! RUN! LIFT THOSE SKINNY LEGS AND RUN!
4

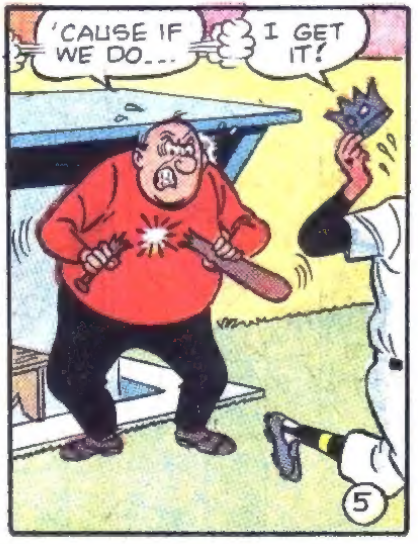




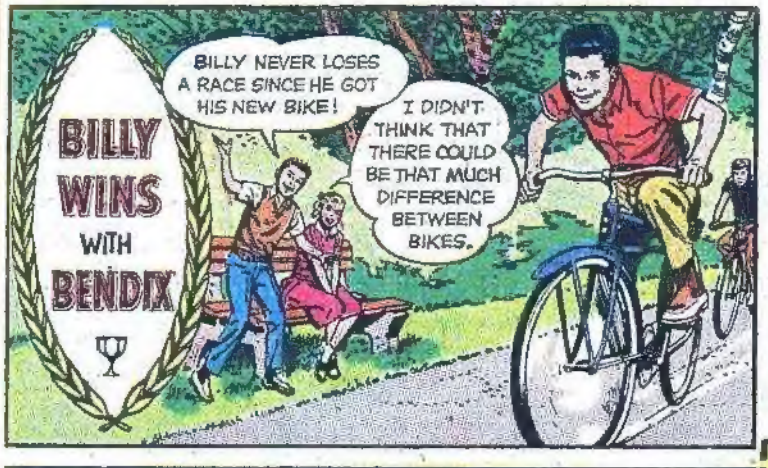

WHAT A GAME FOLKS! JONES' SACRIFICE BROUGHT IN TWO RUNS, AND NOW RIVERDALE TAKES THE LEAD... TO !...

..ANDREWS' STRIKE OUT RETIRES THE SIDE.. AND WE GO INTO THE BOTTOM OF THE NINTH...

JUGHEAD. NOW LISTEN CAREFULLY... WE ARE LEADING BY ONE RUN! WE MUST NOW STOP THE OTHER TEAM FROM SCORING. AND THE ONLY WAY TO DO THAT IS TO SEE WE DON'T DROP THE BALL, RIGHT?
RIGHT!


'CAUSE IF WE DO...
I GET IT!

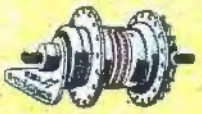
SO CENTRAL HIGH, TRAILING BY ONE RUN, SENDS THE TOP OF ITS BATTING ORDER TO THE PLATE... AND THE TYING RUN GETS ON BASE THROUGH AN ERROR BY YOU KNOW WHO..
..INTO LITTLE TINY PIECES I'LL BREAK HIM... AND THEN I'LL TAKE THE TINY, TINY PIECES AND I'LL....
--AND NOW AFTER STRIKING OUT THE NEXT TWO BATTERS, THE PITCHER GIVES UP TWO WALKS....
BASES LOADED..TWO OUT! I'LL RE-ENLIST! THAT'S WHAT I'LL DO! THEN THEY'LL GIVE ME A GUN, AND--
IT'S A LINE DRIVE OUT TO RIGHT FIELD.. JONES RACES OVER--
HE'LL DROP IT! I KNOW HE'LL DROP IT! I CAN'T LOOK! I'LL DIE IF HE DROPS IT.. AND THEN I'LL KILL HIM!
HE'S GOT THE BALL! A MAGNIFICENT CATCH!... AND THE BALL GAME IS OVER!
HOW'S HE DOING?
OH, HE'LL BE FINE IN A DAY OR TWO--
BUT HE'S STILL PRETTY SHAKEN!
END


BILLY WINS WITH BENDIX
BILLY NEVER LOSES A RACE SINCE HE GOT HIS NEW BIKE!
I DIDN'T THINK THAT THERE COULD BE THAT MUCH DIFFERENCE BETWEEN BIKES.

IT'S NOT THE BIKE, SUE. IT'S THE BENDIX AUTOMATIC THAT I ORDERED FOR IT. I CAN TAKE OFF FASTER, SHIFT GEARS FASTER, JUST BY BACK-PEDALING TWO INCHES, AND I CAN STOP ON A DIME IF I HAVE TO!
THAT'S NEAT, BILLY!

THAT'S NOT ALL, EITHER. SEE, THE BENDIX AUTOMATIC HAS NO CABLES TO KINK OR BREAK. NOTHING TO GO WRONG, AND THEY PUT THREE RED STRIPES ON IT SO YOU KNOW IT'S A BENDIX!
SOUNDS GOOD TO ME. I THINK I'LL ASK DAD TO ORDER A BENDIX® AUTOMATIC TRANSMISSION AND POWER BRAKE ON THE NEW BIKE HE SAID I'D GET FOR CHRISTMAS.
ME TOO!

MAIL THIS COUPON FOR A FREE FOLDER ON THE BENDIX AUTOMATIC



THE BENDIX CORPORATION
ECLIPSE MACHINE DIVISION
ELMIRA, NEW YORK

NAME (PLEASE PRINT)

ADDRESS

CITY ZONE STATE

PLAY GUITAR IN 7 DAYS
OR YOUR MONEY BACK

Surprise your friends and relatives. Enjoy lots of fun and popularity. Be the one who always gets invited to parties.

Top Radio Guitarist Ed Sale has shown thousands of people throughout the country how to play the Guitar like professionals. He now makes it possible for you to learn at home quickly and easily—even though you have absolutely no previous musical knowledge whatever.

GET MORE *FUN* OUT OF LIFE

IN THIS SPECIAL OFFER, you get:

Ed Sale's famous 66 page Secret System which positively teaches you to play a beautiful song the first day, and any song by ear or note in 7 days. Includes 52 photos, 87 finger placing charts. Shows how to tune, keep time, build chords, bass runs, dance chords, swing — PLUS 110 popular and western songs (words and music). **WORTH $3.00**

PLUS Ed Sale's Special Chord Finder of all the chords used in popular music **WORTH $1.00**

PLUS Ed Sale's Special Guitarist's Book of Knowledge **WORTH $3.00**

TOTAL VALUE ~~$7.00~~

ALL YOURS FOR ONLY $2.98

IF YOU ORDER NOW

MAIL COUPON TODAY!

I PERSONALLY GUARANTEE COMPLETE SATISFACTION OR YOUR MONEY BACK

Ed Sale Studio 171-G
Avon By the Sea, N. J.

ED SALE • STUDIO 171-G AVON BY THE SEA, N. J.

☐ Send me your 66-page SECRET SYSTEM, plus CHORD FINDER of all chords used in pop music, plus GUITARIST'S BOOK OF KNOWLEDGE — total value $7.00. I will pay postman $2.98 plus C.O.D. postage.

☐ **SAVE MORE!** Send money with order, Ed Sale pays postage. Same money-back guarantee.

Name .....

Address .....

City, Zone ..... State .....

AUNT JUGGIE'S Advice to the Lovelorn!

Dear Aunt J.
The boys in my school all try to act very tough and hard boiled. This annoys me. How can I get them to change? -Mabel K.

DEAR MABEL K.
RELAX. EXPERIENCE PROVES THAT TOUGH EGGS WHO ACT HARD-BOILED ARE REALLY HALF BAKED.

Dear Aunt Juggie-
Every time I kiss my boy friend, he takes off into the stratosphere like a rocket. What shall I do? -Nervous

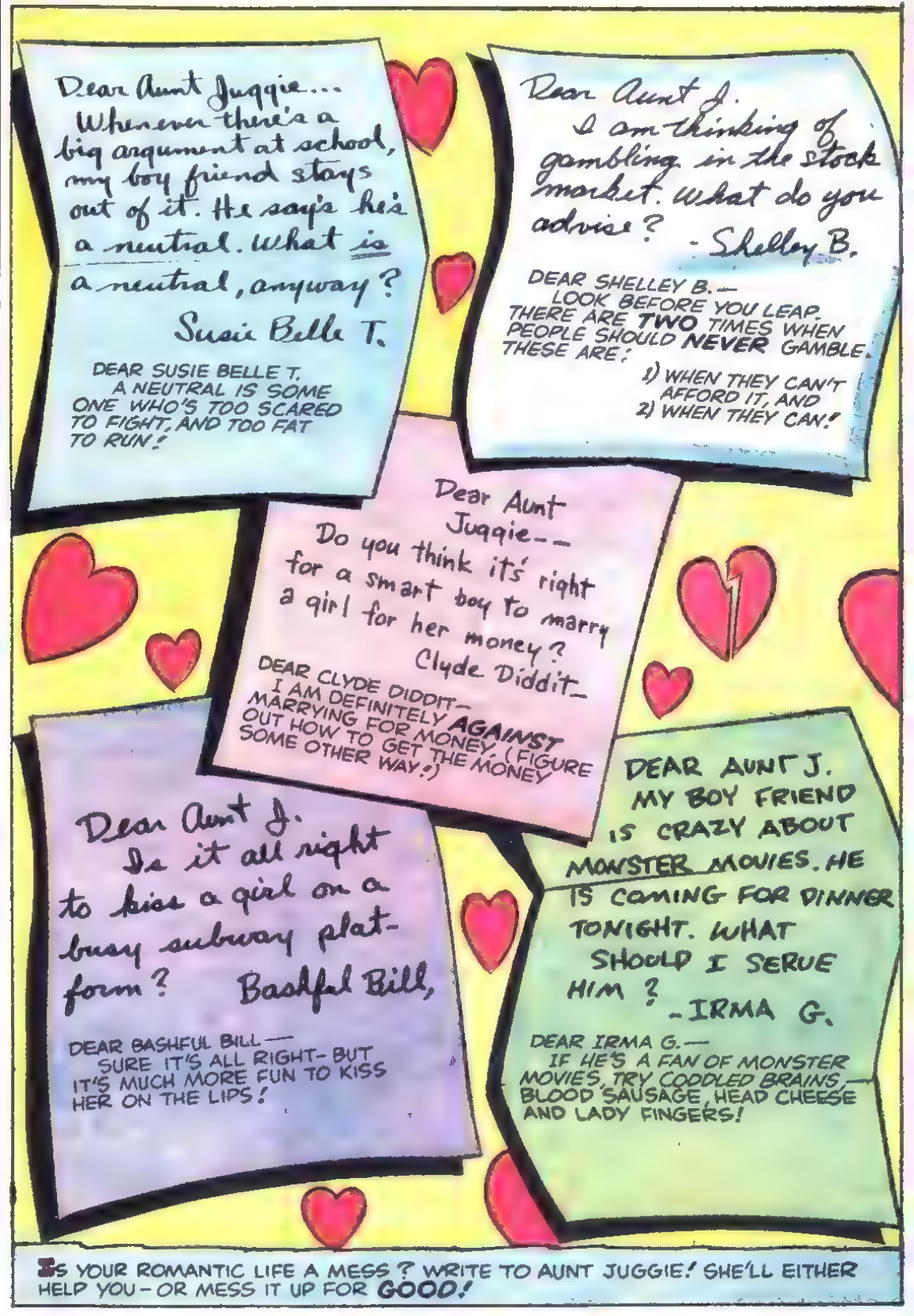
DEAR NERVOUS-
CALL CAPE CANAVERAL AT ONCE! YOU MAY BE AMERICA'S ANSWER TO RUSSIA'S YURI GAGARIN!

DEAR AUNT JUGGIE-
I AM GOING STUDY WITH A NICE GIRL. SHE SAYS I MUST ALWAYS BE HONEST WITH HER. IS THIS NECESSARY?
-PUZZLED LAD

DEAR PUZZLED LAD-
YOU SHOULD ALWAYS TELL YOUR GIRL FRIEND ANYTHING SHE'S LIABLE TO FIND OUT ANYWAY!

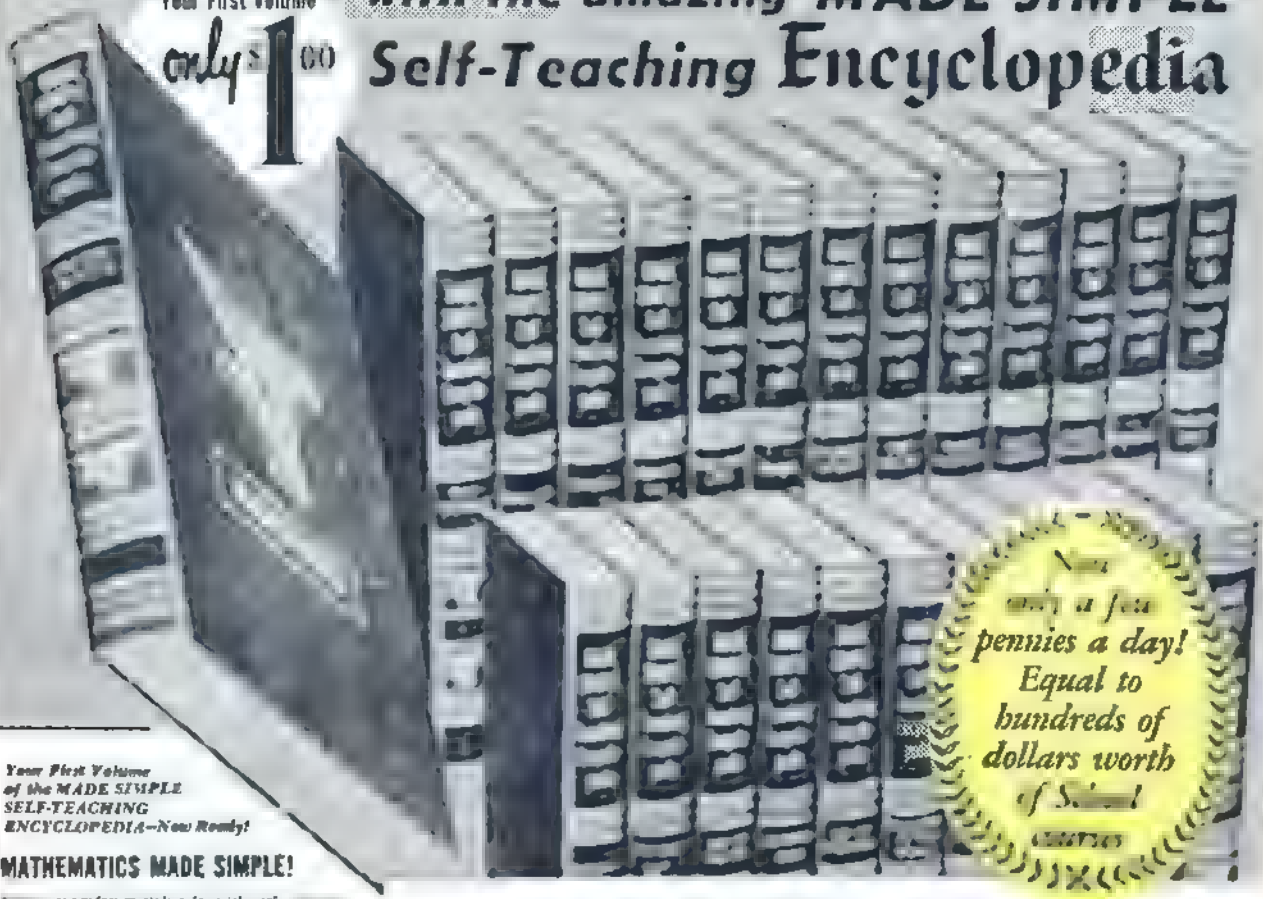
Dear Aunt J-
I am a girl in her early teens, and am learning to wear pretty clothes. But I can't get used to high heels. Who invented them anyway? -Annoyed.

DEAR ANNOYED-
HIGH HEELS WERE INVENTED BY A VERY SHORT GIRL WHO GOT TIRED OF BEING KISSED ON THE FOREHEAD!


Dear Aunt Juggie... Whenever there's a big argument at school, my boy friend stays out of it. He says he's a neutral. What is a neutral, anyway? Susie Belle T.
DEAR SUSIE BELLE T. A NEUTRAL IS SOME ONE WHO'S TOO SCARED TO FIGHT, AND TOO FAT TO RUN!
Dear Aunt J. I am thinking of gambling in the stock market. What do you advise? - Shelley B.
DEAR SHELLEY B.— LOOK BEFORE YOU LEAP. THERE ARE TWO TIMES WHEN PEOPLE SHOULD NEVER GAMBLE. THESE ARE: 1) WHEN THEY CAN'T AFFORD IT, AND 2) WHEN THEY CAN!
Dear Aunt Juggie— Do you think it's right for a smart boy to marry a girl for her money? Clyde Diddit—
DEAR CLYDE DIDDIT— I AM DEFINITELY AGAINST MARRYING FOR MONEY. (FIGURE OUT HOW TO GET THE MONEY SOME OTHER WAY.)
Dear Aunt J. Is it all right to kiss a girl on a busy subway platform? Bashful Bill,
DEAR BASHFUL BILL— SURE IT'S ALL RIGHT- BUT IT'S MUCH MORE FUN TO KISS HER ON THE LIPS!
DEAR AUNT J. MY BOY FRIEND IS CRAZY ABOUT MONSTER MOVIES. HE IS COMING FOR DINNER TONIGHT. WHAT SHOULD I SERVE HIM? - IRMA G.
DEAR IRMA G.— IF HE'S A FAN OF MONSTER MOVIES, TRY COODLED BRAINS— BLOOD SAUSAGE, HEAD CHEESE AND LADY FINGERS!
IS YOUR ROMANTIC LIFE A MESS? WRITE TO AUNT JUGGIE! SHE'LL EITHER HELP YOU - OR MESS IT UP FOR GOOD!

Fill the Gaps in your Family's Education with the amazing MADE SIMPLE Self-Teaching Encyclopedia

Your First Volume only $1.00



Now only a few pennies a day! Equal to hundreds of dollars worth of School Courses

Your First Volume of the MADE SIMPLE SELF-TEACHING ENCYCLOPEDIA—Now Ready!

MATHEMATICS MADE SIMPLE!

[illegible] everyday mistakes in arithmetic [illegible] geometry and trigonometry can cost you time, job promotions and good school grades. Now, expertly-prepared book covers: add, subtract, multiply, divide whole [illegible] signed numbers; read a [illegible] quickly teaches you [illegible] ences. Sent ON APPROVAL as soon as we receive your reservation form.

Here are a few of the [illegible] of our

1. MATHEMATICS MADE SIMPLE
GLISH MADE SI
spelling, punctuation, [illegible]
2. CHEMISTRY MADE S

[illegible] PSYCHOLOGY MADE SIMPLE
[illegible] ECTRONICS M
45 MADE SIMPLE; 25 SP

Handsomely-Bound, Matched Library Volumes Use Everyday Situations to Teach Science, Business, Cultural and School Subjects. Assure Complete Mastery for Faster Job Advancement; Better School Grades, Richer, Fuller Living—in Just 15 Minutes a Day!

Now—the famous, proven MADE SIMPLE method offers you an education worth hundreds of dollars for [illegible] a day! Complete practical education in science, business [illegible]

[illegible] u can master these subjects in as little as 15 minutes a day, in weeks instead of years, with [illegible] that are recommended by par[illegible] and noted educators for all age groups

Learn Whenever You Want, Without Having Private Instructors—In Your Own Home

This MADE SIMPLE *SELF-TEACHING* set is the only encyclopedia that makes important subjects part of your general knowledge instead of having to look in books to solve every problem. It covers practical, useful subjects in everyday language. It's like having private instructors in your own home. Learn at your own pace. No outside work, nothing else to buy. The books start from the beginning, assume no previous knowledge and lead you quickly and carefully through the entire subject. Prepared by experts for adults working without supervision, they also perfectly supplement classroom texts, which contain confusing technical language.

Beautiful Library Volumes Perfect for Learning, Brush-Up or Permanent Reference

Whether you want to learn for the first time, review subjects you forgot or use for ever-ready reference, you could find no better set or price. These handsome 7¼ x 10½ inch, 24-carat gold imprinted, matched library volumes are not digests or outlines. Every point is made absolutely clear by illustrations and simple step-by-step explanations, using everyday situations. No half-answers to confuse [illegible] information, you naturally, without memorizing long lists of rules.

Complete Explanations, Simple Illustrations Make Every Point Clear—No Previous Knowledge of the Subject Required

Here's how complicated subjects are MADE SIMPLE. In PHYSICS MADE SIMPLE, you are shown this simple home experiment, which costs nothing. Hold one edge of a letter paper against your chin, just below lower lip, with the paper hanging over and down. Blow above the paper and it will rise as if pulled up in the air stream. This [illegible] ple principle makes airplanes fly and teaches us to make moving objects move quickly and easily. Other books give you Bernoulli's Law, molecular action and other confusing terms. By the time you got to the experiment, if there was one, you wouldn't understand it. But you read a simple explanation, do the experiment and *then* learn the technical terms, so you learn *naturally*, by doing, without memorizing anything. This has worked for many people who thought they were more hopeless than you may think you are.

You would pay many times the price for much less beautiful and useful encyclopedias. But these books, with sample military and civil service tests, hundreds of illustrations, hundreds of safe, easy home experiments, thousands of pages of clear, concise, valuable information and self-tests with answers in the back, will be USED, ENJOYED and ADMIRED by all your family and friends

SEND NO MONEY! Get Your Reservation In Now While the Supply Lasts!

Cadillac Publishing Co., Inc. Dept. A282
220 Fifth Ave., New York 1, N. Y.
Made Simple Self-Teaching Encyclopedia Div.

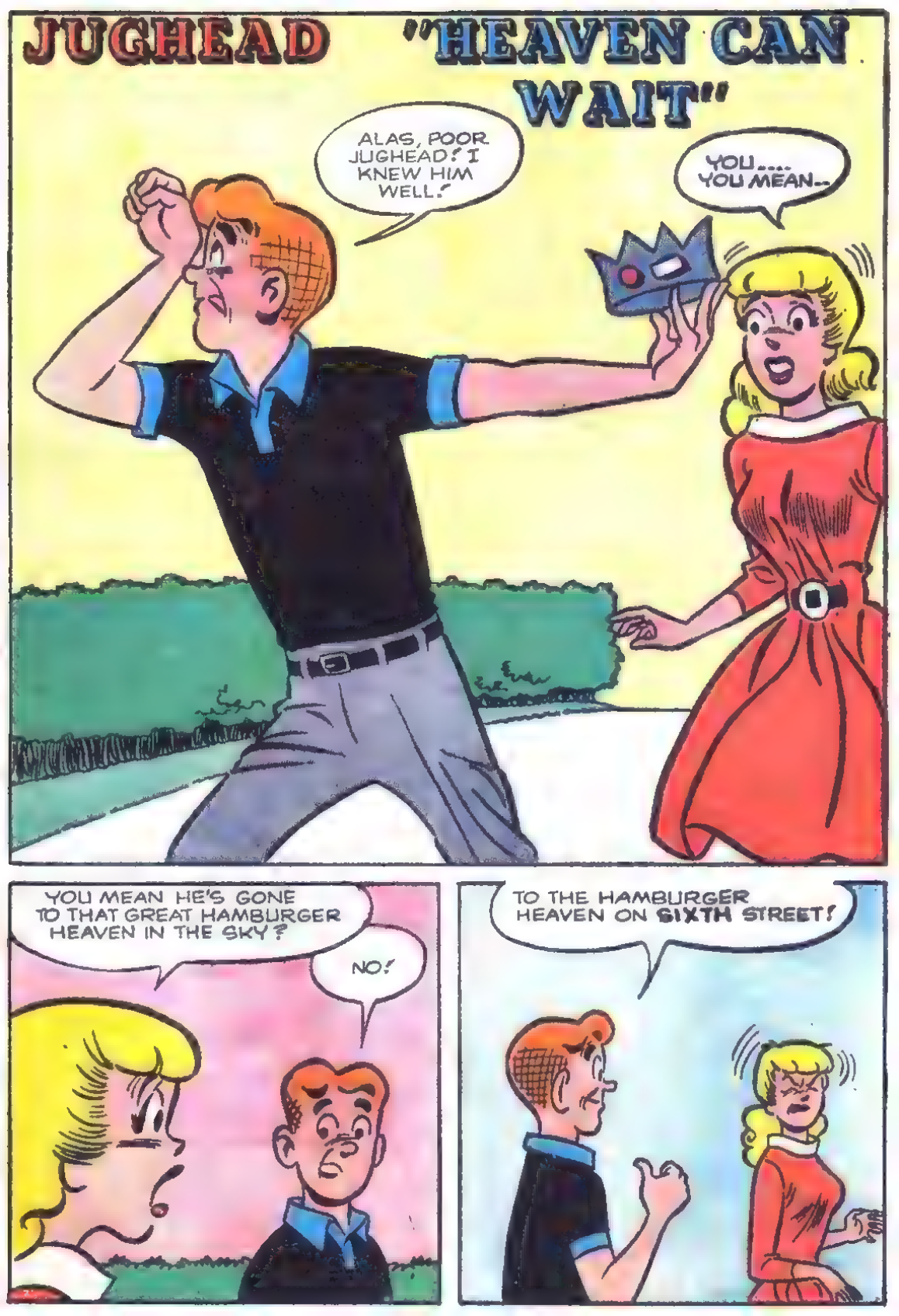
Please reserve in my name the luxuriously-bound MADE SIMPLE 25-volume SELF-TEACHING [illegible]. Send at once the first book, MATHEMATICS MADE SIMPLE. I enclose NO MONEY IN ADVANCE, but within 10 days, if I decide to keep it, I will send only $1.00 plus a few cents mailing charge and I will be entitled to receive each following handsome, De Luxe volume as it comes from the press, for only $1.98 plus a few cents mailing charge, sending no money in advance. If not satisfied, I may return any book within ten days of receiving it. I may cancel my reservation at any time. *(If under 16, parent must sign below)*

Name _____

Address _____

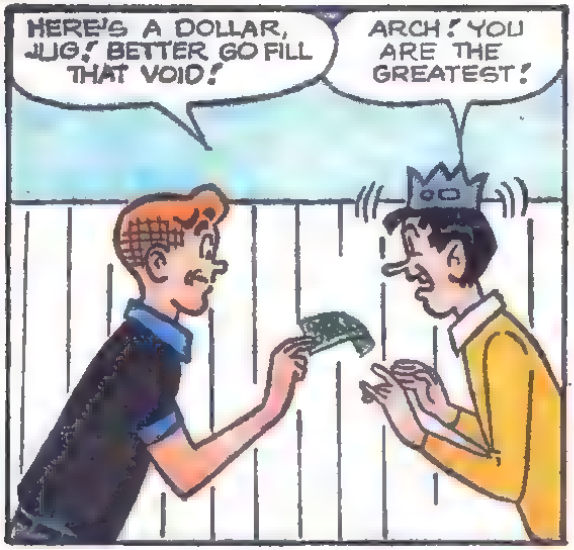
Parent's Signature _____

City _____ Zone _____ State _____


JUGHEAD "HEAVEN CAN WAIT"
ALAS, POOR JUGHEAD! I KNEW HIM WELL!
YOU..... YOU MEAN...
YOU MEAN HE'S GONE TO THAT GREAT HAMBURGER HEAVEN IN THE SKY?
NO!
TO THE HAMBURGER HEAVEN ON SIXTH STREET!

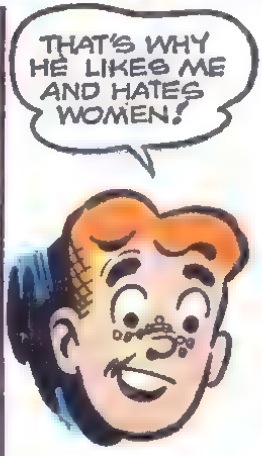
HE FOUND A TICKET THAT WAS GOOD FOR TEN FREE BURGERS!
HE TOOK OFF LIKE A BIG BIRD.. ZOOM!! I MEAN, LIKE WOW!
YOU MEAN HE'S GONE TO THAT PTOMAINE PALACE THAT JUST OPENED?
THAT HE DID!
TEN OF THOSE BURGERS WILL ROT HIS INSIDES!
ARE YOU KIDDING?
YOU'RE TALKING ABOUT THE BOY WITH THE CAST IRON STOMACH!
ALL RIGHT! THEN THEY'LL RUST HIS INSIDES!
2

ARCHIE! HOW CAN YOU BE SO CALLOUSED?
WHO? ME?
(GROAN) ARCH! I'M SICK! I'VE GOT PAINS IN MY STOMACH!
ALREADY?
QUICK! WE'VE GOT TO GET HIM TO A DOCTOR! IMMEDIATELY!..
..AND HAVE HIS STOMACH PUMPED!
GETOUTAHERE!! YOU..YOU..FEMALE!!
YOU DIDN'T GET THE FREE BURGERS, EH?
NO! THE TICKET HAD EXPIRED!
WHAT I'VE GOT IS HUNGER PAINS!
3


HERE'S A DOLLAR, JUG! BETTER GO FILL THAT VOID!
ARCH! YOU ARE THE GREATEST!

YOU JUST DON'T UNDERSTAND HIM!
WHO DOES?

I DO!


THAT'S WHY HE LIKES ME AND HATES WOMEN!

FEMALES JUST DON'T DIG HIM!

WHAT'S TO DIG?
NO! THAT'S WHERE YOU'RE WRONG!
HE'S A GLUTTON!

HE'D LIKE TO BE A GLUTTON, BUT HE NEVER HAS ENOUGH MONEY!
4

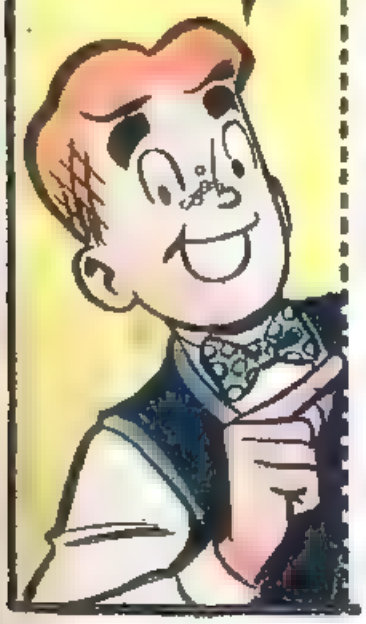
IT TAKES A MAN TO UNDERSTAND OL' JUG!
WHO IS HE?
WHO IS WHO?
THE MAN WHO UNDERSTANDS ME!
ME!
YOU?
OF COURSE! I'M YOUR BEST PAL! YOUR BUDDY!
AH! THAT IS TOUCHING! YES INDEEDY! THAT IS TOUCHING!
ISN'T THAT TOUCHING? I THINK IT'S TOUCHING! DO YOU THINK IT'S TOUCHING?
I'M TOUCHED! I'M TOUCHED!
5

...AND SPEAKING OF...
YOU'RE STILL HUNGRY AND STILL BROKE!
YOU DO UNDERSTAND ME!
SEE? HE DOES UNDERSTAND ME!
GOOD BYE, JUGHEAD!
GOOD BYE? IS THAT FINAL?
GOOD BYE! IT'S FINAL!
ALAS, POOR JUGHEAD! YOU DO KNOW HIM WELL!
TOO WELL!

ORDER THIS!

GET THIS FREE!

YOU GET THE NEW GIANT-SIZE ARCHIE ANNUAL 15 *PLUS* THE FULL COLOR 1964 ARCHIE PIN-UP CALENDAR JUST FOR USING THIS COUPON!--SO DON'T DELAY!-- SEND FOR YOURS *NOW!*



MAIL TO: ARCHIE ANNUAL *15
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN CANADA FOR WHICH SEND ME THE GIANT-SIZE *ARCHIE ANNUAL *15* AS SOON AS IT IS OFF THE PRESSES--PLUS THE FULL COLOR PIN-UP CALENDAR *AS A FREE BONUS!*

NAME _____ AGE ____

ADDRESS _____

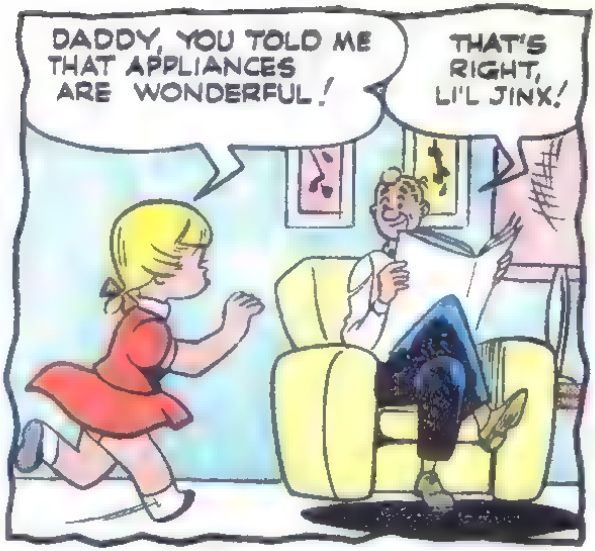
CITY _____ STATE _____

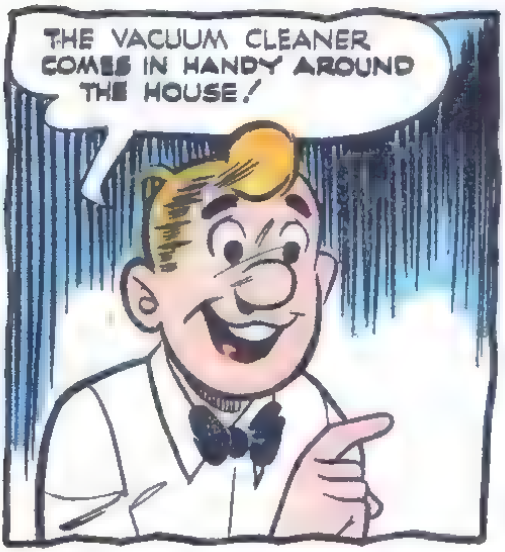
PLEASE NOTE!

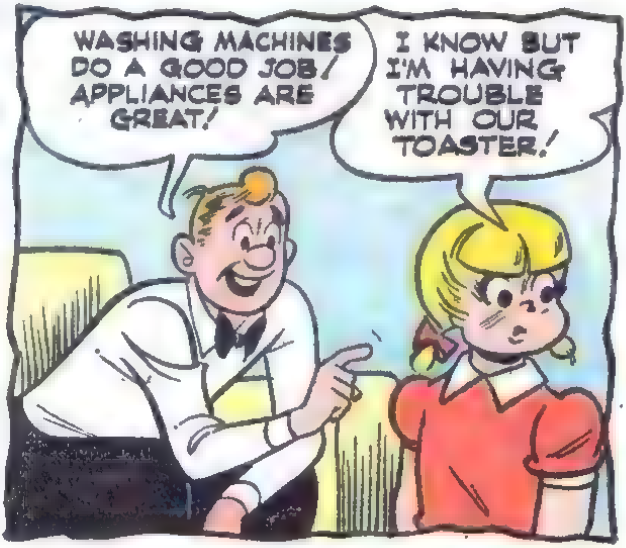
THIS IS A PRE-PUBLICATION OFFER!...THE ANNUAL AND CALENDAR ARE MAILED SEPARATELY...YOU WILL RECEIVE EACH ONE AS SOON AS IT IS READY FOR MAILING--BE PATIENT!

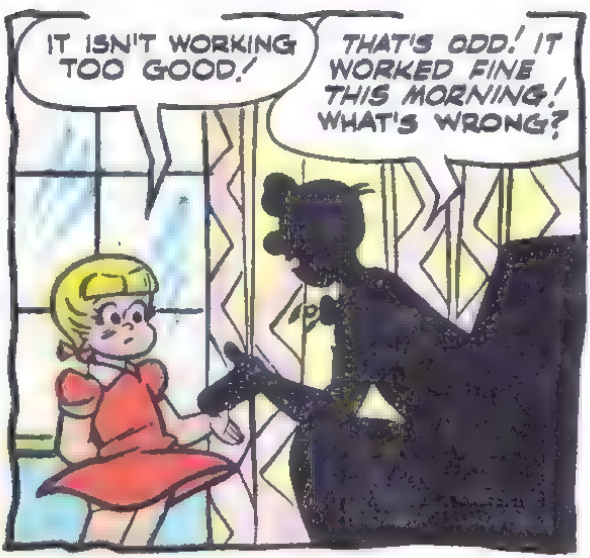
LI'L JINX

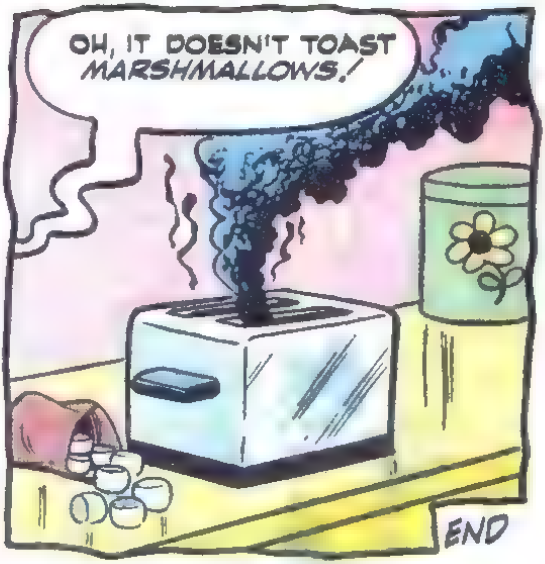
"OUT OF ORDER!"



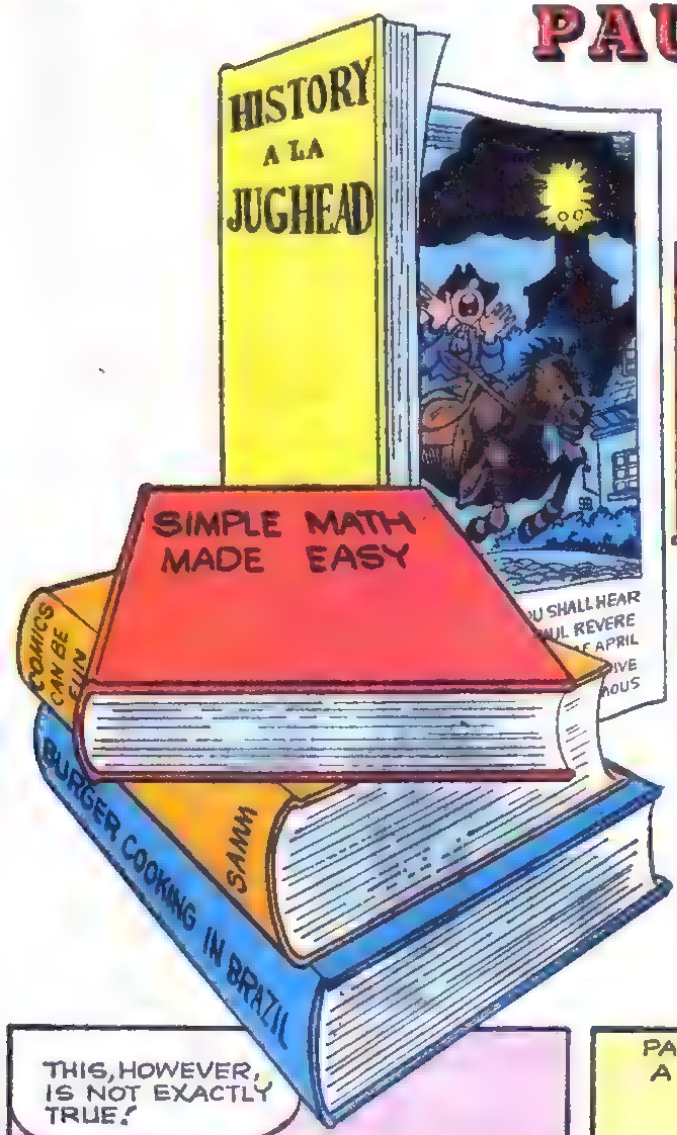




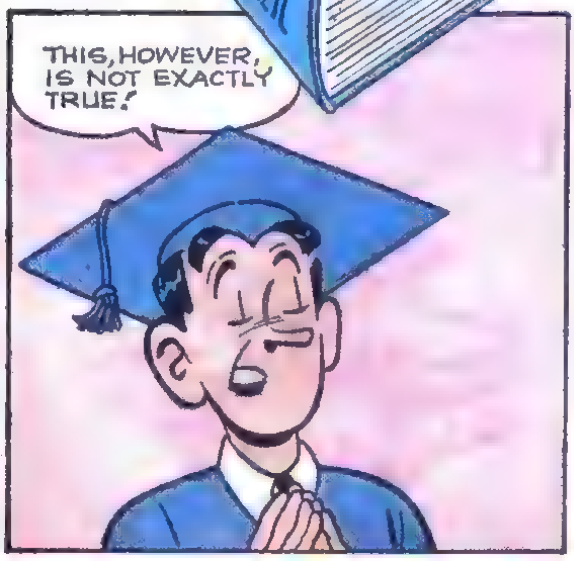


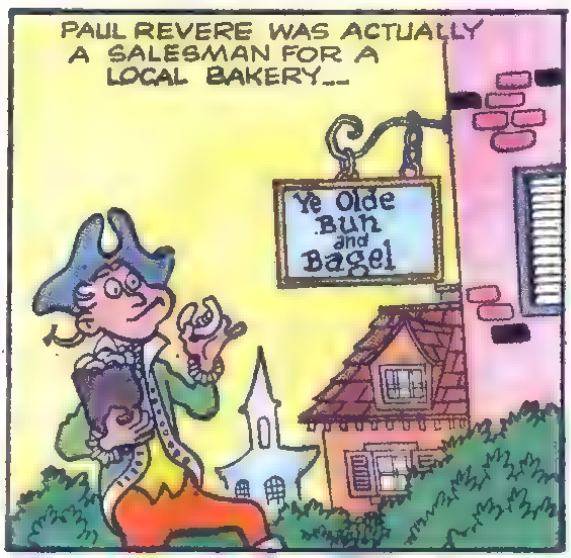


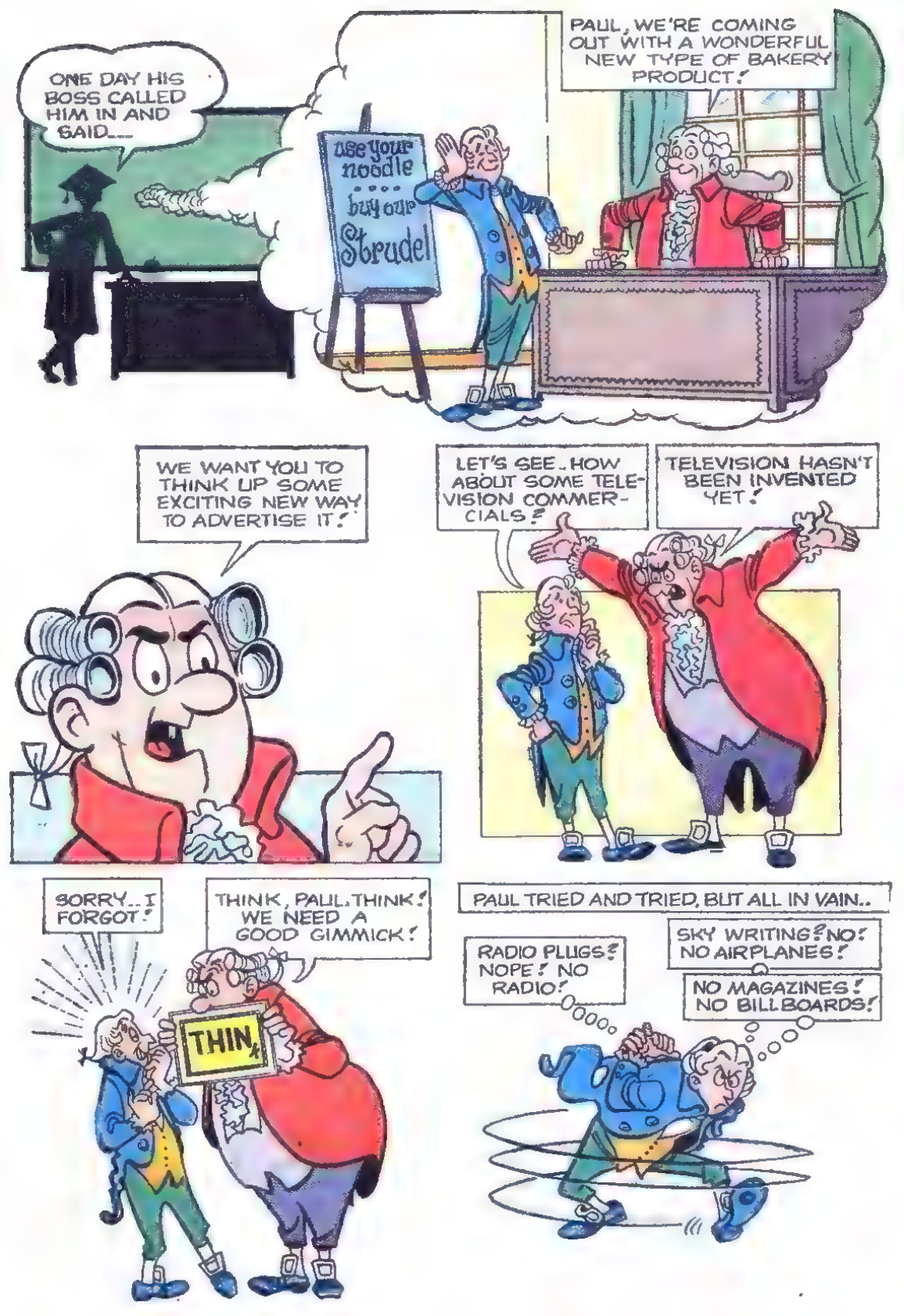
THE MIDNIGHT RIDE OF PAUL REVERE



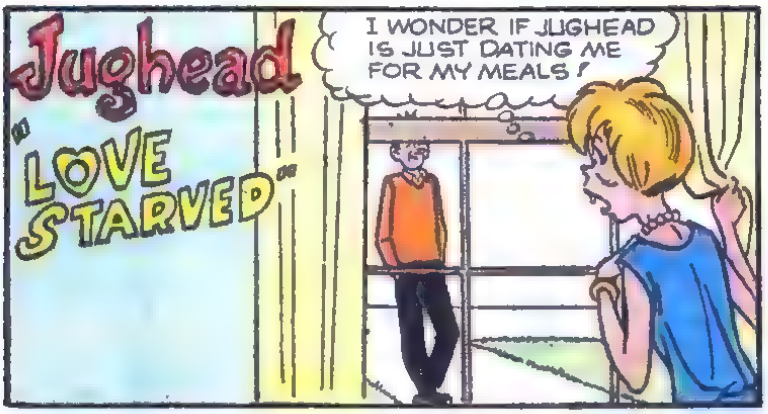
ACCORDING TO LEGEND, PAUL REVERE RODE THROUGH THE COUNTRYSIDE IN APRIL, 1775, TO WARN THE COLONISTS THAT BRITISH SOLDIERS WERE COMING!

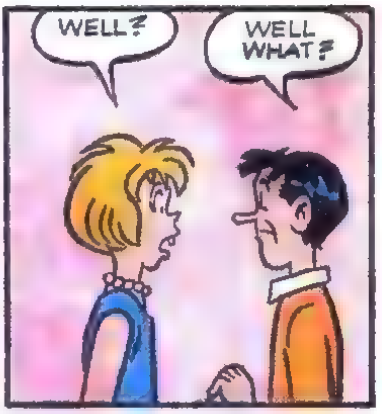


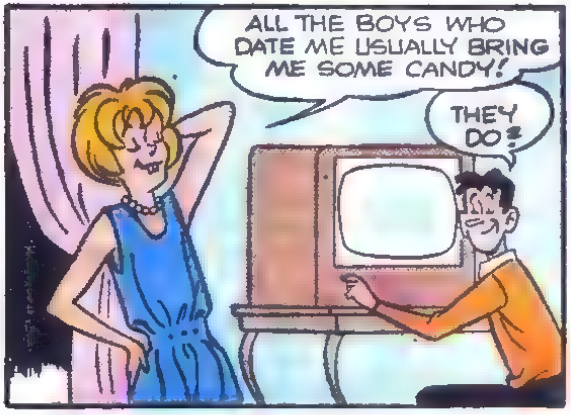


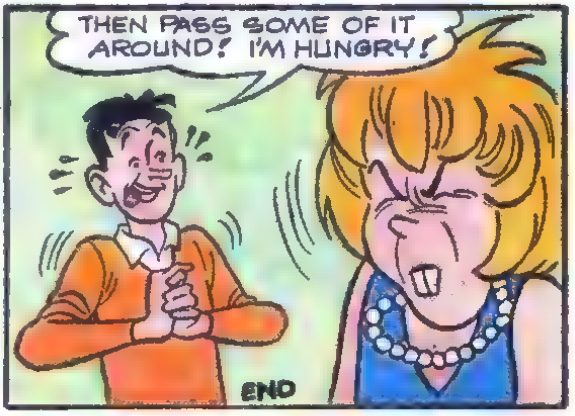

ONE DAY HIS BOSS CALLED HIM IN AND SAID...
use your noodle .... buy our Strudel
PAUL, WE'RE COMING OUT WITH A WONDERFUL NEW TYPE OF BAKERY PRODUCT!
WE WANT YOU TO THINK UP SOME EXCITING NEW WAY TO ADVERTISE IT!
LET'S SEE.. HOW ABOUT SOME TELEVISION COMMERCIALS?
TELEVISION HASN'T BEEN INVENTED YET!
SORRY.. I FORGOT!
THINK, PAUL, THINK! WE NEED A GOOD GIMMICK!
THINK
PAUL TRIED AND TRIED, BUT ALL IN VAIN..
RADIO PLUGS? NOPE! NO RADIO!
SKY WRITING? NO! NO AIRPLANES!
NO MAGAZINES! NO BILLBOARDS!

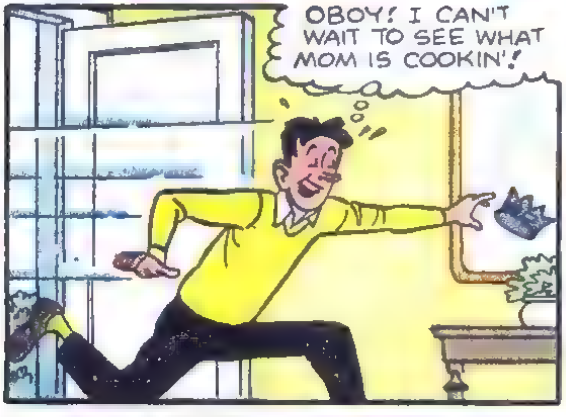
FINALLY, HIS BOSS SAID..
THE BEST THING IS A PERSONAL TOUR! YOU CAN COVER THE LEXINGTON AND CONCORD TERRITORY!
OKAY, BOSS!
BEFORE I GO, TELL ME ABOUT OUR NEW PRODUCT!
AHEM! IN THE PAST, OUR BAKERY HAS MADE RAISIN MUFFINS, CORN MUFFINS, BRAN MUFFINS AND BLUEBERRY MUFFINS...
..BUT NOW AT LAST, WE'VE COME UP WITH A TRULY UNUSUAL PRODUCT! WE DECIDED TO CALL THEM ENGLISH MUFFINS!
LET'S SEE, I'LL NEED A CATCHY SLOGAN!
I'VE GOT IT! A SLOGAN FOR MY TRIP: "THE ENGLISH ARE COMING!"
THE ENGLISH ARE COMING
THE ENGLISH ARE COMING
SO PAUL REVERE RACED THROUGH THE COUNTRYSIDE SHOUTING HIS SLOGAN! UNFORTUNATELY THE PEOPLE THOUGHT HE WAS TALKING ABOUT SOLDIERS, NOT MUFFINS,...AND THIS STARTED THE AMERICAN REVOLUTION...
CLASS DISMISSED

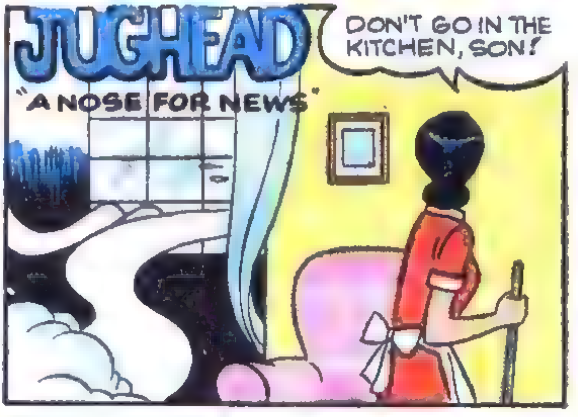

Jughead
"LOVE STARVED"
I WONDER IF JUGHEAD IS JUST DATING ME FOR MY MEALS!

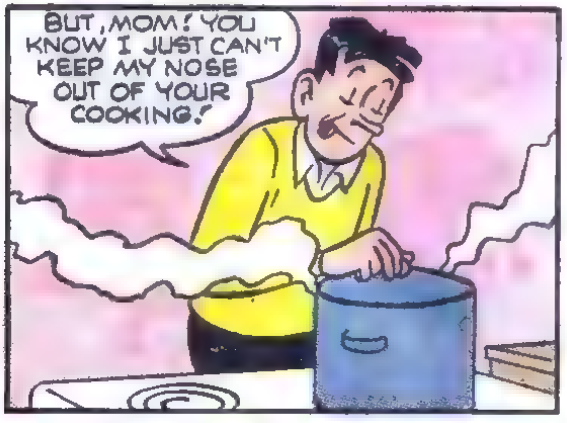

WELL?
WELL WHAT?

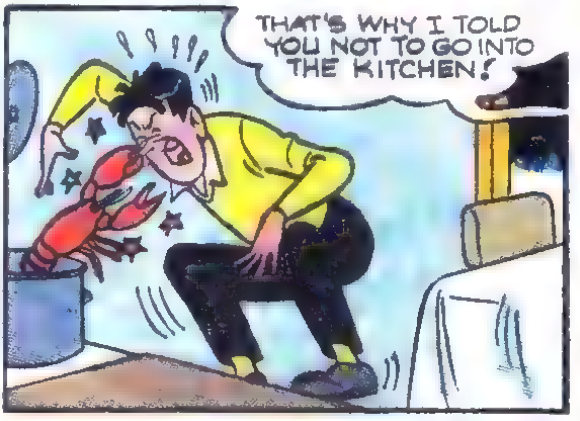

ALL THE BOYS WHO DATE ME USUALLY BRING ME SOME CANDY!
THEY DO?


THEN PASS SOME OF IT AROUND! I'M HUNGRY!
END

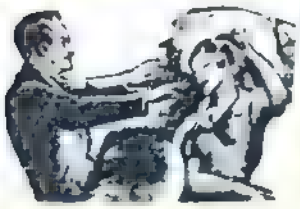

OBOY! I CAN'T WAIT TO SEE WHAT MOM IS COOKIN'!


JUGHEAD
"A NOSE FOR NEWS"
DON'T GO IN THE KITCHEN, SON!


BUT, MOM! YOU KNOW I JUST CAN'T KEEP MY NOSE OUT OF YOUR COOKING!


THAT'S WHY I TOLD YOU NOT TO GO INTO THE KITCHEN!

GIVE ME JUST ONE EVENING and I'LL TEACH YOU TO HYPNOTIZE EASILY!



Hypnotize others quickly, safely---perform any known HYPNOTIC FEAT with EASE! Amaze friends-Exert your Hypnotic Power over others - Be POPULAR and WANTED!

[illegible] EASILY and quickly you'll be [illegible] ng months of study. The [illegible] It's that [illegible] WHEN YOU KNOW HOW.

Imagine the thrill of being able to EXERT YOUR POWER OVER OTHERS. You'll be the center of attraction at parties or work. You'll be able to make others do your bidding...perform and entertain with feats that have baffled millions for years. And you'll do these wonders with EASE For Hypnotism is no longer a secret miracle of science but a POWER anyone can exert over another...when you know how!

25 MIRACLE LESSONS

HOW TO HYPNOTIZE
New Simple Technique

HOW TO AWAKEN SUBJECT

THE POST-HYPNOTIC SUGGESTION
How to make others do your bidding after they are awakened; hypnotizing by telephone.

HOW TO GAIN MAGNETIC NEW PERSONALITY

MESMERISM
Quick technique for hypnotizing.

MAGNETIC HEALING
How to stop pain. Much surgery is performed by Hypnotism

HOW TO HYPNOTIZE FOR MONEY

CURING BAD HABITS
[illegible] top smoking.

POWER OF SUGGESTION

HYPNOTIZE YOURSELF

MAGNETIC INFLUENCE
Control others.

HYPNOTIZING CROWDS

HOW TO ENTERTAIN

MIND READING

HYPNOTISM IN BUSINESS

and much, much more is covered!

Palmer-Jones Publishers, Dpt. 29
285 Market St., Newark, N. J.

SIMPLE SECRETS REVEALED AT LAST

For years the knowledge of how to produce hypnotic sleep has been so well guarded that only a few have mastered this art. But now the veil of secrecy has been lifted and the innermost SECRETS and techniques revealed for the first time. The fact is that Hypnotism is a scientific fact that anyone can learn. Once you know these secrets and methods you can bring about this strange and wonderful control that has only been used by doctors, psychiatrists and entertainers in the past. Yes, now this remarkable phenomena will be yours to use for pleasure, self-development and countless other benefits.

YOU CAN PERFORM ANY HYPNOTIC FEAT!

[illegible] must understand that what [illegible] does willfully, [illegible] Self Knowledge. There isn't anything anyone has ever done with this art that you cannot do! YOU can make people [illegible] [illegible] [illegible]

ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — $5.00

REPORTER
BARBARA MOHR
172 Irving Avenue
Brooklyn 37, N. Y.

Seeds and How They Are Distributed

A seed is actually a tiny plant surrounded by a supply of food to nourish it until it is large enough to make its own food. These parts are covered by a hard coat which holds moisture inside until the seeds start to grow.

As soon as the seed sprouts the tiny plant begins to get roots and leaves. After it is nourished it turns green.

Seeds are distributed by various methods. One way is by the wind. Some seeds are tiny and easily blown from one place to another. Plants that depend on the wind to spread their seeds usually produce a large number of them.

Other seeds have hooks or pricks on them which stick to fur, hair or clothing. A passing animal may come by and pick one up on his fur and carry them a far distance before they fall off.

Birds carry seed also. The birds pick up seed on their muddy feet and carry them far from the original plant. Insects carry them too.

There are also seeds that float in the water until they catch in the mud and grow there. Others are carried long distances by ocean currents. There are many ways in which seeds may be distributed, perhaps there are still some ways which are unknown to man.

SECOND PRIZE — $3.00

REPORTER
GAIL TIREY
P.O. Box 585
Tuckerman, Ark.

ELEPHANTS

The Elephant is the largest living land animal. When full grown, elephants are from 9 to 15 feet high and weigh from 4,000 to 9,000 pounds.

They can live to be 100 or more years old.

Elephants have remarkably large bodies, a thin skin, a scant growth of hair, a short neck, an enormous head, large legs and feet, and a proboscis or trunk. The trunk is a huge elongation of the nose and upper lip. It is very strong and serves alike for respiration, smell, taste, touch, and prehension. With its trunk the animal collects food and takes in drink.

The female breeds at 15 years of age, bearing a single young at birth. The period of gestation is about 21 months. The young elephant sucks with its mouth and not with its trunk.

THIRD PRIZE — $2.00

REPORTER
SUSAN KING
1201 South Jackson
San Angelo, Texas

THE TAJ MAHAL

The Taj Mahal is one of the most beautiful and costly tombs in the world. It was built by the Indian ruler Shah Jahan in

memory of his wife. The tomb stands in Northern India. Twenty thousand men worked for twenty-one years before it was finally completed.

The name Taj Mahal means "Crown of Palaces". The Taj Mahal is made of white marble. Both Shah Jahan and his wife are buried in the tomb.

The inside of the Taj Mahal is lighted by delicate carved-stone windows. It stands in a lovely garden. A long pool of water reflects the image of the building.

FOURTH PRIZE — $1.00

REPORTER
ERIC BAIZER
856 Mission Hills
St. Louis 41, Mo.

Reggie: I'm nobody's fool.
Archie: Maybe we can get someone to adopt you.

* * *

Archie: How'd you get the black eye?
Reggie: I went to party and was struck by the beauty of the place.

* * *

Miss Grundy: Jughead, can you give me an example of wasted energy?
Jughead: Telling a hair-raising story to a bald-headed man.

* * *

Betty: Do you like cod fish balls?
Veronica: I don't know. I've never been to one.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES, not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.

Archie Club
THIS IS TO CERTIFY THAT
PRESS
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESIDENT

Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:
241 Church St., New York 13, N. Y.

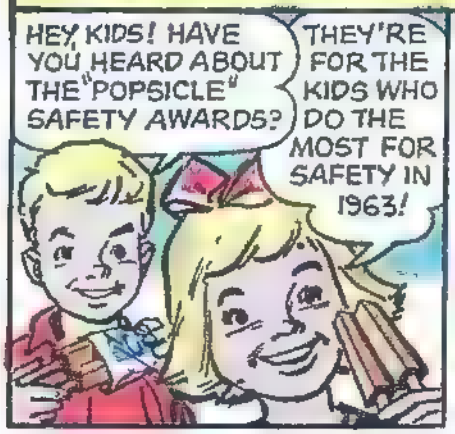
Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to-

NAME AGE
(PLEASE PRINT PLAINLY)

ADDRESS

CITY STATE

ANNOUNCING THE "POPSICLE" SAFETY AWARDS!



It's smart to play it safe with "Popsicle"

all the time ...everywhere!

NOMINATIONS: Anyone through age 16 may be nominated. Nominations must be sponsored by local Police Dept., PTA's, etc. Final judging in Sept. '63.

Kids! For a FREE Giant Gift List, write to: "POPSICLE," Box #550, New York 46, N.Y.

"POPSICLE" and "SICLE" are Reg. T.M.
© 1963 Joe Lowe Corporation, New York 1, N.Y.

PARACHUTE — $2.95
(22 Ft. Cir.)

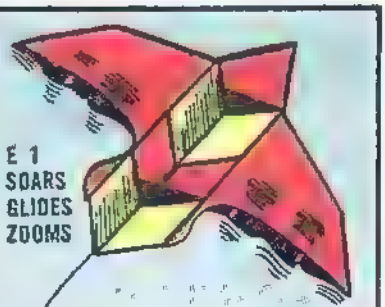
Air Force surplus 'chutes 22 ft. cir. used to drop emergency supplies—Type G8—International orange color. Complete with rayon shroud lines. The cloth alone is worth more than the price of the 'chute! Use them for dozens of things—covers, drag-chutes, kites, shelters, etc. Only $2.95 each, plus 35c Pp & Hdlg.

SILENT DOG WHISTLE

ONLY YOUR DOG CAN HEAR IT! HUMANS CAN'T.

This whistle calls your dog instantly. He hears it for terrific distances, but human ears can't. Ideal trainer—brings dog the minute you call.

$1



SPACE-BIRD

NEW! IT'S A BIRD —IT'S A PLANE.

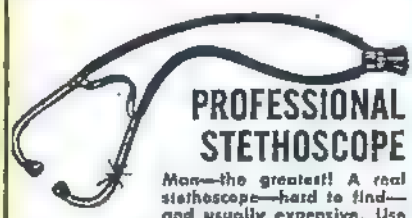
3 Dimensional Aeronautical Kite Climbs—Zooms—Glides. A Terrific Flyer In All Weather—No Tail—No Running. Made of Tear-Proof Acetate. Wings Flutter in Continuous Bird-Like Action! 48 inch Wing-Spread; 33 inches long. Complete with 250 Ft. of Cord. This Fabulous Flyer only $3.98

KANGAROO SHOES

You'll jump like an astronaut on the moon! Steel springs zoom you off the ground — and the harder you hit, the higher you go! Fit over your shoes—any size, 6 to 12. Leap and bound whenever you want to go!

$3.98

PROFESSIONAL STETHOSCOPE



Man—the greatest! A real stethoscope—hard to find—and usually expensive. Use it to hear heart-beats; learn rudiments of respiratory system. The real thing—and cheaper than a toy! A terrific bargain at only—

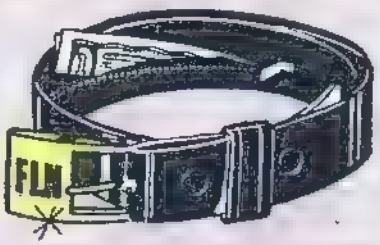
$2.95

SECRET ZIPPER MONEY BELT

With Your Initials on Buckle

Genuine leather belt has secret zipper pocket. Keeps things you want to hide safe from prying eyes. Black leather with silvery-medium buckle on which we engrave your initials. Waist size, 26" to 44". Print size, and initials when ordering. Only—

$2.98



EMPIRE MDSG. CO., Dept AC-5, TUCKAHOE, NEW YORK

EMPIRE MDSG. CO. Dept. AC-5
140 Marbledale Rd., Tuckahoe, N. Y.

Rush me the items checked below. Enclosed is $..... (Sorry, no COD). Your money back if not completely satisfied.

- ☐ Parachute
- ☐ Dog Whistle
- ☐ Kangaroo Shoes
- ☐ Stethoscope
- ☐ Space-Bird
- ☐ Secret Belt

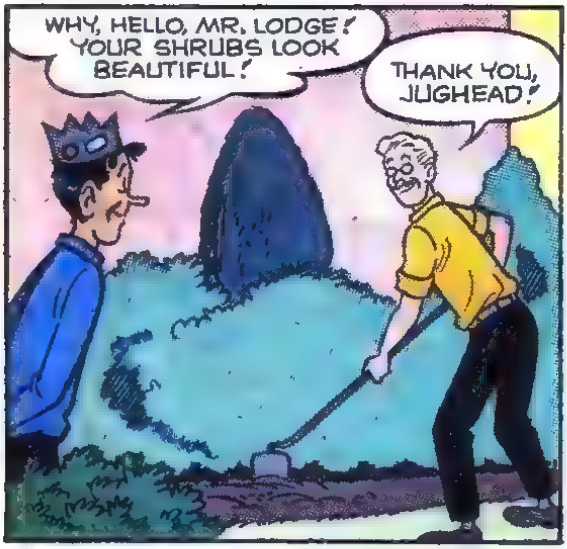
Name .....

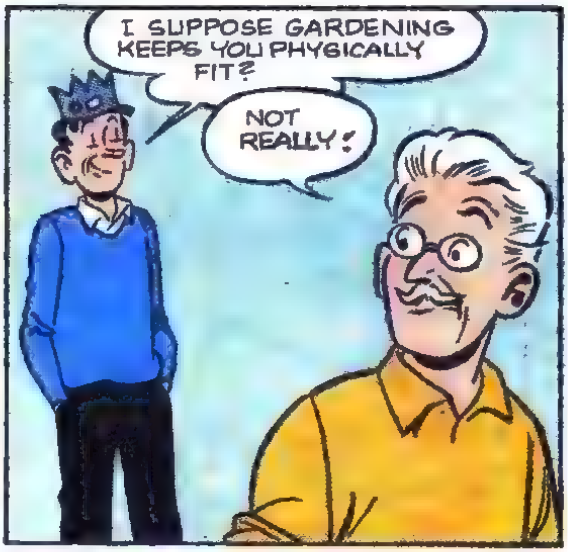
Street .....

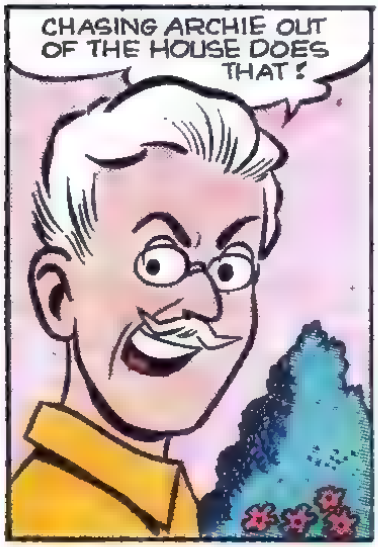
City ..... State .....

NOW THERE GOES A GUY WHO'S NOT GETTING MY VOTE FOR FATHER OF THE YEAR!
YOU MEAN KINDLY OLD MR. LODGE?
jughead
SUCCESS SYMBOL
KINDLY OLD MR. LODGE IS OUT TO PART ME FROM MY HIDE!
SURELY YOU JEST!
JEST MENTION MY NAME TO THE OL' BEAR AND SEE FOR YOURSELF!

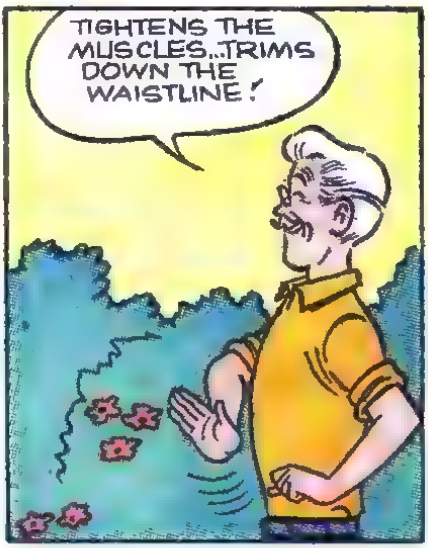
WHY DIDN'T ARCHIE COME IN?
YOUR DAD'S OUTSIDE! NEED I SAY MORE?
DADDY'S SPOILING MY LOVE LIFE! I WISH THERE WAS SOME WAY TO CHANGE HIS OPINION OF ARCHIE!
JUST MAKE HIM APPRECIATE OL' ARCH'S GOOD POINTS!
THAT'S A GOOD IDEA, ONLY DADDY CAN'T FIND ANY!
IT'S JUST A SIMPLE MATTER OF SELLING!
JUGGIE! NOBODY, BUT NOBODY CAN SELL ARCHIE TO DADDY!
UNBELIEVER! YOU HAVE JUST ISSUED A CHALLENGE!

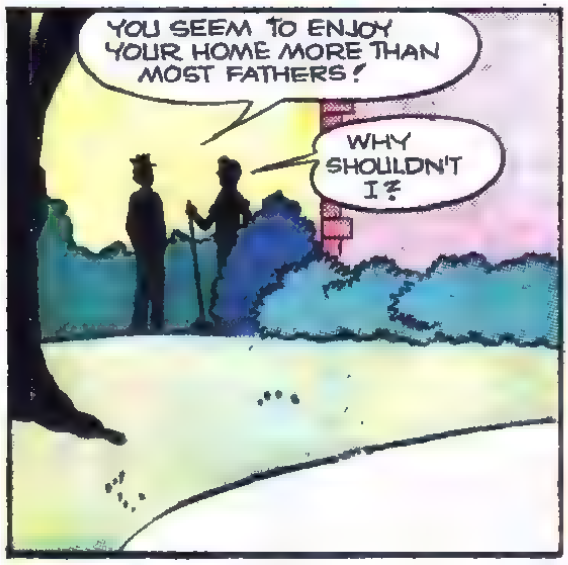

WHY, HELLO, MR. LODGE! YOUR SHRUBS LOOK BEAUTIFUL!
THANK YOU, JUGHEAD!

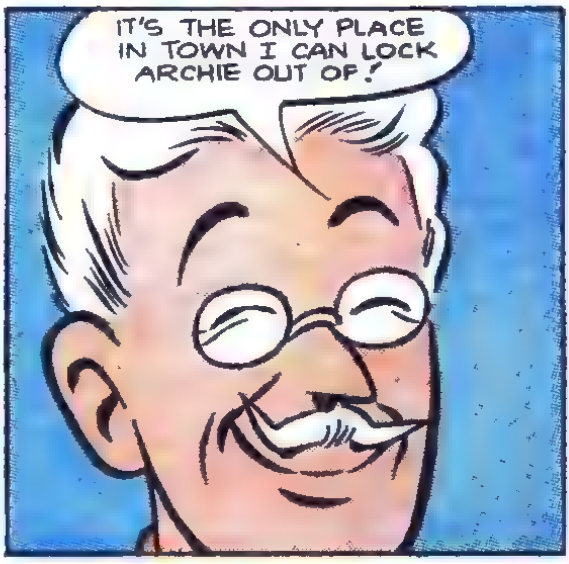

I SUPPOSE GARDENING KEEPS YOU PHYSICALLY FIT?
NOT REALLY!


CHASING ARCHIE OUT OF THE HOUSE DOES THAT!

KEEPS THE OLD LEGS IN SHAPE!


TIGHTENS THE MUSCLES...TRIMS DOWN THE WAISTLINE!


YOU SEEM TO ENJOY YOUR HOME MORE THAN MOST FATHERS!
WHY SHOULDN'T I?


IT'S THE ONLY PLACE IN TOWN I CAN LOCK ARCHIE OUT OF!

...ALTHOUGH THIS IS MORE THAN JUST A HOUSE!...IT'S AN ESTATE!
DO YOU OWE THAT TO ARCHIE, TOO?
HMM! IN A WAY, I GUESS I DO!
I LIKE TO LEAVE FOR WORK BEFORE HE ARRIVES, AND I OFTEN WORK LATE TO AVOID RUNNING INTO HIM!
AS A RESULT I MAKE MORE MONEY THAN MOST MEN!
I EVEN WORK SOME WEEKENDS WHEN I KNOW HE'S GOING TO BE HANGING AROUND!

HA,HA! ISN'T IT FUNNY HOW THINGS WORK OUT SOMETIMES?
HUH?
WHY, DON'T YOU SEE? MOST OF YOUR HEALTH, WEALTH AND HAPPINESS, IS A DIRECT RESULT OF....
EGAD!
...OF ARCHIE!
THAT FLAKY LITTLE MONSTER!
WHY, IF IT WASN'T FOR HIM,...
I SEE IT, RONNIE, BUT I DON'T BELIEVE IT!
ABE LINCOLN USED TO HANG THERE!
WHEN THAT JUGHEAD STARTS OUT TO SELL SOMETHING, HE REALLY SELLS!

INSURE YOUR FUTURE WITH AN I.C.S. HIGH SCHOOL DIPLOMA

Not many people would deliberately take a chance with their future. Especially when it comes to their job and social life. But—that's exactly what you may be doing when you fail to realize how important a high school diploma is to your future.

Lack of a high school diploma can automatically keep you from getting a better paying job. Or it can set you apart socially from other people who did finish their high school education.

How can you avoid taking such a risk without going back to school? The answer is International Correspondence Schools. You can *insure your future* with an I. C. S. High School Diploma.

I. C. S. is the world's oldest and largest home-study school. I. C. S. offers fully accredited high school courses. You earn your high school diploma at home—in your spare time—at your own pace.

You take only the courses you need. You get personalized guidance and instruction along every step of the way. The I. C. S. method is recognized by thousands of businesses and industries across the country. Millions of former students who have achieved amazing success are living proof of the results you can expect.

To prove how easy it is for you to finish your high school education—actually to insure your future—I. C. S. will send you a FREE Career Kit with 3 famous booklets that have helped so many people just like yourself: (1) "How to Succeed" Career Guide, (2) a High School Catalog and (3) a Sample Lesson to demonstrate this famous method.

Take a moment now to mark and mail the coupon. There's no obligation. Remember it's your future. Insure it by mailing the coupon *today*.

For Real Job Security—Get an I. C. S. Diploma! **I. C. S., Scranton 15, Penna.** Accredited Member, National Home Study Council

INTERNATIONAL CORRESPONDENCE SCHOOLS

ICS

BOX D 4984 D, SCRANTON 15, PENNA. (In Hawaii, reply P.O. Box 418, Honolulu) (Partial list of courses)

Without cost or obligation, send me "HOW to SUCCEED" and the opportunity booklet about the field BEFORE which I have marked X (plus sample lesson):

☐ HIGH SCHOOL GENERAL ☐ HIGH SCHOOL SECRETARIAL ☐ HIGH SCHOOL SPECIAL SUBJECTS (designed to meet specific needs of individual students)

☐ COLLEGE PREPARATORY ☐ HIGH SCHOOL MATHEMATICS

I. C. S. also offers a full schedule of vocational courses for men and women in all major fields including the following:

☐ AUTOMOBILE ☐ BUILDING TRADES ☐ ELECTRONICS—RADIO—TV ☐ CHEMISTRY ☐ AIR CONDITIONING
☐ ART ☐ ENGINEERING ☐ BUSINESS ☐ DRAFTING

Name_____ Age_____ Home Address_____

City_____ Zone_____ State_____ Working Hours_____ A.M. to P.M._____

Occupation_____

Canadian residents send coupon to International Correspondence Schools, Canadian, Ltd., Montreal, Canada. . . . Special low monthly tuition rates to members of the U. S. Armed Forces.

BOYS! GIRLS! LADIES! MEN!

GIVEN! GIVEN! YES, WE GIVE YOU PREMIUMS or CASH!

YOURS FREE!

Genuine Money From Nations of the World

For sending coupon Now!

REAL FOREIGN COINS

From such countries as:

Great Fun!

Start your own coin collection!

JUST MAIL COUPON!

Yes! We'll send you Genuine Foreign Coins absolutely free! Be a coin collector! Trade with other kids! Also, we'll send WHITE CLOVERINE Brand Salve and Big Catalog showing dozens of wonderful premiums you can have. Cameras, Watches, Radios, Rifles, Fishing Outfits, Dolls, Bicycles, etc. You simply sell WHITE CLOVERINE Brand SALVE—easily sold to friends, relatives and neighbors at 65c a package. Rush coupon to start.

Mail Coupon for FREE FOREIGN COINS, BIG CATALOG and ORDER OF SALVE.

SOLD BY INDIVIDUALS AND DRUG STORES EVERYWHERE

WILSON CHEMICAL CO.
DEPT. 140 - 21 TYRONE, PA.

MAIL THIS COUPON

MAIL COUPON—*Foreign Coins Sent Free!*

Date.....

Wilson Chemical Co., Dept. 140 - 21, Tyrone, Pa.

Gentlemen: Please send me on trial 12 packages of White CLOVERINE Brand SALVE to sell at 65c a package. I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start. Be sure to send FREE FOREIGN COINS.

Name..... Age.....

St..... R.D..... Box.....

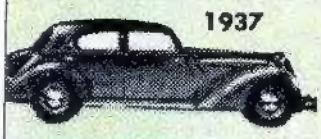
Town..... Zone..... State.....

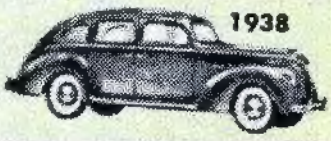
PRINT LAST NAME HERE

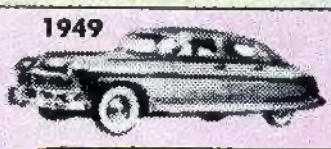
Paste coupon on postal card or mail in envelope today

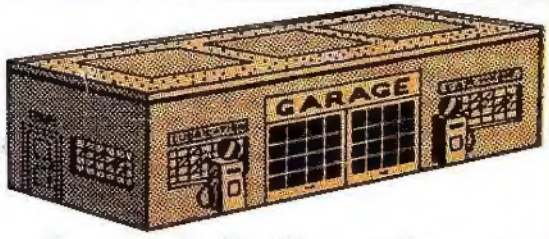
147 FAMOUS AUTOMOBILES

Only **$2.49**





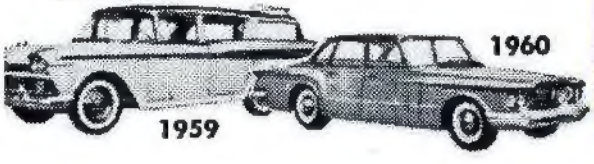




Comes packed in this special garage box in which to store your models!

KIDS! Here's the greatest assortment of famous cars from Grandpa's days to today! Yes, a model car for each year from 1915 thru 1963! And there's 3 each of each model so that you can trade them and save them! EACH MODEL HAS THE NAME OF THE AUTOMOBILE AND YEAR ON IT — each on its own base, 49 different models, 147 pieces to the set. Made of pure plastic styrene. Fun for you and the whole family. Comes in a garage box for storage when not in use! Send $2.49 money order or check with coupon.

Satisfaction guaranteed or your money refunded. No C.O.D.'s please!



HERE'S A COMPLETE LIST OF CARS YOU GET

1915 Buick	1932 Essex	1949 Hudson
1916 Apperson	1933 Dodge	1950 Chrysler
1917 Oakland	1934 LaFayette	1951 Nash
1918 Baker Electric	1935 Cadillac	1952 Plymouth
1919 Franklin	1936 Terraplane	1953 Mercury
1920 Chevrolet	1937 Hupmobile	1954 Chrysler
1921 Case	1938 Ford	1955 Lincoln
1922 Mercer	1939 Packard	1956 Dodge
1923 Stearns	1940 Mercury	1957 DeSoto
1924 Chandler	1941 Plymouth	1958 Ford Thunderbird
1925 Locomobile	1942 Lincoln	1959 Rambler
1926 Cleveland	1943 Nash	1960 Valiant
1927 Jordan	1944 Willys Jeep	1961 Willys
1928 Kissel	1945 DeSoto	1962 Chrysler
1929 Auburn	1946 Dodge	1963 Oldsmobile
1930 Cord	1947 Kaiser	
1931 Durant	1948 Ford	

MAIL COUPON TODAY!

Auto Models, Dept. 51 **No C.O.D.'s**
Carle Place, L.I., N.Y.

Gentlemen:

Please send immediately full set of 147 auto models. I enclose $2.49. If not satisfied I may return for full refund.

NAME .....

ADDRESS .....

CITY ..... **ZONE** ..... **STATE** .....

Canadian and Foreign orders: $2.98 International Money Order with coupon.

Scripts by
George
Gladir
&
Frank
Doyle

ART BY
SAMM
SCHWARTZ

COMICS CAN BE FUN

SAMM

BURGER COOKING IN BRAZ